

**Greenberg
Traurig**RECEIVED
CENTRAL FAX CENTER

OCT 14 2005

Transmittal Cover Sheet

From: Carole A. Quinn,
Reg. No. 39,000

Tel: 714.708.6500

E-Mail: quinncc@gtlaw.com

To:	Fax No:	Company:	Phone No.
Ex. Jeffrey D. Carlson Group Art Unit 3622	571.273.8300	Mail Stop Amendment United States Patent and Trademark Office	

File 85804-019600
No.:

Re: U.S. Patent Application No. 09/773,943

Date: October 14, 2005

No. Including Cover Sheet 12
Pages:If you do not receive all pages properly, please call the Sender.

Notes: Attachment(s):

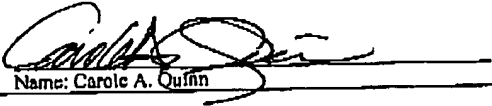
- 1) Transmittal Form PTO/SB/21 (1 page);
- 2) Fee Transmittal (1 page); and
- 2) Amendment and Response To Office Action (9 pages).

RECEIVED
OIPE/IAP

OCT 17 2005

CERTIFICATE UNDER 37 CFR 1.6(d) and 1.8

I hereby certify that this correspondence and identified attachments are being transmitted via facsimile only to the United States Patent and Trademark Office, Facsimile No. (571) 273-8300 on October 14, 2005.


Name: Carole A. Quinn

Also sent via:

☐ US Mail☐ Overnight☐ Messenger☐ Email☒ No Other

The information contained in this transmission is attorney privileged and confidential. It is intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone collect and return the original message to us at the address below via the U.S. Postal Service. We will reimburse you for your postage. Thank you.

1650 Town Center Drive, Suite 1700, Costa Mesa, California 92626 Phone: 714.708.6500 Fax: 714.708.6501

PAGE 1/12 * RCVD AT 10/14/2005 2:39:16 PM [Eastern Daylight Time] * SVR:USPTO-EFAX-6/34 * DNIS:2738300 * CSID: * DURATION (mm:ss):05-04

OCT 14 2005

PTO/SB/21 (09-04)

Approved for use through 07/31/2008. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

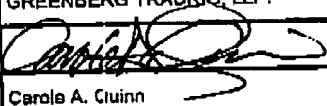
12*

Application Number	09/773,943
Filing Date	January 31, 2001
First Named Inventor	Ronald Jacoby
Art Unit	3622
Examiner Name	Jeffrey D. Carlson
Attorney Docket Number	85804-019800

ENCLOSURES (Check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Facsimile Cover Sheet
Remarks Fee Transmittal Form includes authorization to charge Deposit Account No. 60-2838. *Total number of pages in the submission includes fax cover sheet.		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	GREENBERG TRAURIG, LLP.		
Signature			
Printed name	Carole A. Quinn		
Date	October 14, 2005	Reg. No.	39,000

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name	Carole A. Quinn	Date	October 14, 2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

OCT 14 2005

PTO/SB/17 (12-04v2)

Approved for use through 07/31/2006. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Patentwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Effective on 12/08/2004.

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL
For FY 2005☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$)

200

Complete if Known

Application Number	09/773,943
Filing Date	January 31, 2001
First Named Inventor	Ronald Jacoby
Examiner Name	Jeffrey D. Carlson
Art Unit	3822
Attorney Docket No.	85804-018600

METHOD OF PAYMENT (check all that apply)
☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____

☒ Deposit Account Deposit Account Number: 50-2628 Deposit Account Name: _____

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below☐ Charge fee(s) indicated below, except for the filing fee☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.18 and 1.17☒ Credit any overpayments

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

FEE CALCULATION**1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	\$0
Design	200	100	100	50	130	65	\$0
Plant	200	100	300	150	160	80	\$0
Reissue	300	150	500	250	600	300	\$0
Provisional	200	100	0	0	0	0	\$0

2. EXCESS CLAIM FEES**Fee Description**

Each claim over 20 (including Reissues)

Fee (\$)

Small Entity Fee (\$)

50 25

Each independent claim over 3 (including Reissues)

200 100

Multiple dependent claims

360 180

Total Claims Extra Claims Fee (\$)

- 20 or HP = 0 x \$0 = \$0

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims Extra Claims Fee (\$)

4 - 3 or HP = 1 x \$200 = \$200

HP = highest number of independent claims paid for, if greater than 3.

Multiple Dependent Claims

Fee (\$)

Fee Paid (\$)

\$0 \$0

3. APPLICATION SIZE FEE:

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
0	0	0.0	\$250	\$0

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge):

SUBMITTED BY

Signature

Registration No. 39,000
(Attorney/Agent)

Telephone (714) 708-6500

Name (Print/Type) Cardo A. Quinn

Date October 14, 2005

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1460, Alexandria, VA 22313-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

If you need assistance in completing the form, call 1-800-PTO-9198 and select option 2.

OCT-14-2005 FRI 11:40 AM

FAX NO.

P. 04

RECEIVED
CENTRAL FAX CENTER

OCT 14 2005


PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.	09/773,943	Group Art Unit:	3622
Applicant(s):	Ronald Jacoby et al.	Examiner:	Jeffrey D. Carlson
Filing Date:	January 31, 2001	Docket No.	85804-019600
Title: SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING MEDIA ADVERTISEMENTS		Customer No.	32361

CERTIFICATE UNDER 37 CFR 1.6(d)

I hereby certify that this correspondence and identified attachments are being transmitted via facsimile only to the United States Patent and Trademark Office, Facsimile No. (571) 273-8300 on October 14, 2005.


Name: Carole A. Quinn

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper is in response to the Office Action dated July 14, 2005. Please amend the application as follows.

Amendments follow on page 2 of this paper.

Remarks follow on page 7 of this paper.

10/17/2005 MGE BREM1 00000068 502638 09773943

01 FC:1201 200.00 DA